Why Xyting Insight™ is a Superior Consumer Segmentation Methodology

Xyting Insight™

Using Science to Perfect the Art of Messaging and Marketing

System Science Model

Xyting Insight™ uses a proprietary system science model that combines technology and advanced statistical methods to identify target consumer segments, measure content, context and media engagement, identify behavioral marketing preferences and help tailor the advertising message.

Beyond Demographics

Demographics have little impact on consumer preference. Historically, marketing best practices segmented people into groups, but demographics alone cannot accurately predict consumer behavior beyond situational circumstances. Xyting Insight™ reflects the thinking process in its entirety. That thinking process does not change based on situational circumstances. Demographics do not and cannot take into consideration the innate preferences of the individual. Two people that look the same demographically often DO NOT share the same preferences.

Predictive

Xyting Insight™ helps you predict how consumers will react to your message PRIOR to them receiving it. Xyting Insight™ segments consumers based on known predictive behavior and can identify marketing preferences by profile or clusters of profiles. Our segmentation tool does not rely on yearly collection of static data, or recall based surveys like Simmons, MRI, Scarborough and Spectra. Just about anything can be profiled, analyzed and predicted including:

- Buying Habits
- Consumption Habits
- Deal Sensitivity
- Brand Loyalty
- Media Preferences
- Communications Preferences
- Health
- Finance

Prescriptive

When you understand the motivations of your consumers, the messages they will be most receptive to, and their media preferences, you can maximize your marketing effectiveness. Xyting Insight™ will identify the actions to take that will help you attain your objectives whether they are retaining current clients, reaching new consumers, converting competitive brand users, or anything else. Other methodologies cannot provide this level of detail!